LONDON BOROUGH OF HARROW

Hatch End Local Centre Investment Profile

Business Data and Catchment Characteristics

2024-25

LONDON BOROUGH OF HARROW

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1. Introduction

Purpose of District Centre Profiles

This guide has been produced by The London Borough of Harrow to support businesses looking to locate and invest within Harrow's town centres. It contains intelligence and data relevant for doing business locally together with information on other resources available for support and guidance.

The Council is committed to working with businesses and to collaborate closely with our business community. The Council offers wide-ranging business focused initiatives and has adopted an ambitious regeneration and investment strategy. The Harrow Economic Strategy 2023- 2026[1] further outlines the key priorities and programmes to develop a thriving and sustainable local economy.

London Borough of Harrow

We believe Harrow is a unique and great place to live and work and we know attracting businesses to invest in the area is key to a thriving local economy. It is ideally located in London and one of the top 10% most densely populated local authority areas in England. Harrow has a population of 261,203 (c.3% of London population) residing in c. 89,642 households, and a population density of 5,175.4 persons per sq.km (London 5,597.6 persons per sq.km).

Harrow is one of the safest boroughs in London, one of the most diverse in the country and with eight Green Flag awards, our parks are among the best green and open spaces. The borough is within easy access and well connected by public transport to Heathrow airport hub and the City of London.

In addition to the Harrow Town Centre, the London Borough of Harrow has fourteen town centres of which nine are classified as District Centres. Together, they provide significant business opportunities, jobs for local residents and serve social and community needs.

Figure 1: **Harrow and Surrounding Boroughs**

Source: https://map.comersis.com/United-Kingdom-maps-GB

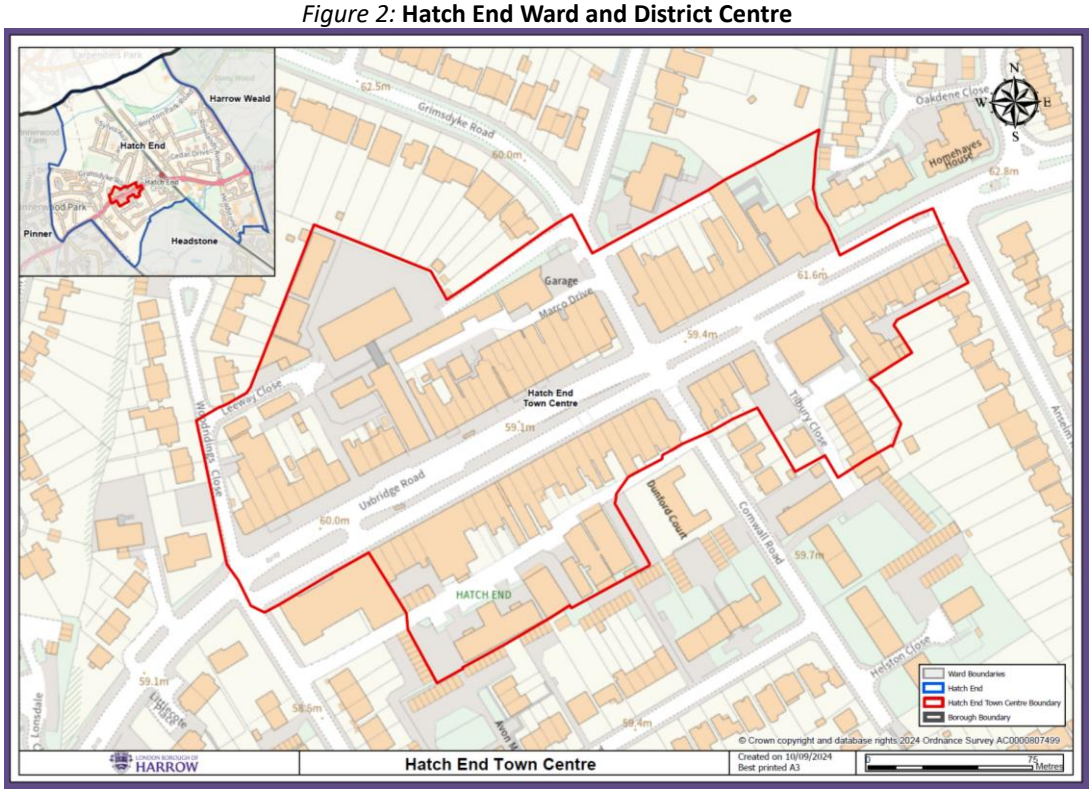
[1] https://www.harrow.gov.uk/downloads/file/31727/HC_economic_strategy_06.pdf

Hatch End District Centre

The Hatch End town centre is classified as a **Local Centre** and is located within Hatch End Ward. The main shopping parade is located along the Uxbridge Road, and it has c.81 shopfronts occupying approximately 9,783 sq.m. floor space.

It is served by two bus routes and the Lioness Line (overground). Hatch End Station is located 280m East of the shopping parade.

Figure 2: **Hatch End Ward and District Centre**



2. Demographic Characteristics

Hatch End Ward has a total population of 9,822 (Census 2021). The key demographic characteristics of the ward are described in this section. The average population density in of the ward is *3,399.4 persons per sq.km*. The London Borough of Harrow has an average population density of *5,175.4 persons per sq.km.*

Table 1: Total population

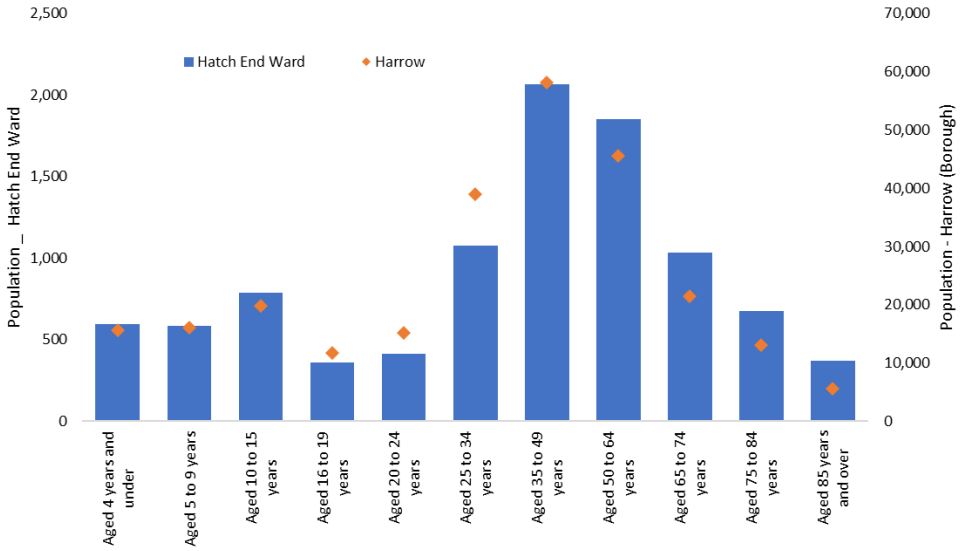
	Hatch End		Harrow	
	Population	%	Population	%
All persons	9,822	100.0	261,203	100.0
Male	4,649	47.3%	128,797	49.3
Female	5,173	52.7%	132,406	50.7

Source: www.nomisweb.co.uk/sources/census_2021

Population by age-categories in Hatch End

The proportion of working-age population in Hatch End Ward (16-64 years) is c.59% (5,768 residents), compared with c.65% in Harrow, and 63% across England.

c. 14% of the population is in the 5-15yr age-group which is higher compared to Harrow (13.7%) and England (13.1%). The proportion of population above 65 years is c. 21.2%, compared to 15.4% in the borough.



Population by Ethnicity

Table 2: Ethnicity

	Hatch End		Harrow	
Ethnic group	Population	%	Population	%
Asian, Asian British or Asian Welsh	4,354	44.3	118,152	45.2
Black, Black British, Black Welsh, Caribbean or African	691	7.0	19,151	7.3
Mixed or Multiple ethnic groups	346	3.5	9,833	3.8
White	3,980	40.5	95,233	36.5
Other ethnic group	450	4.6	18,836	7.2

Source: www.nomisweb.co.uk/sources/census_2021

Figure 3: **Hatch End Local Centre Catchment Illustration**

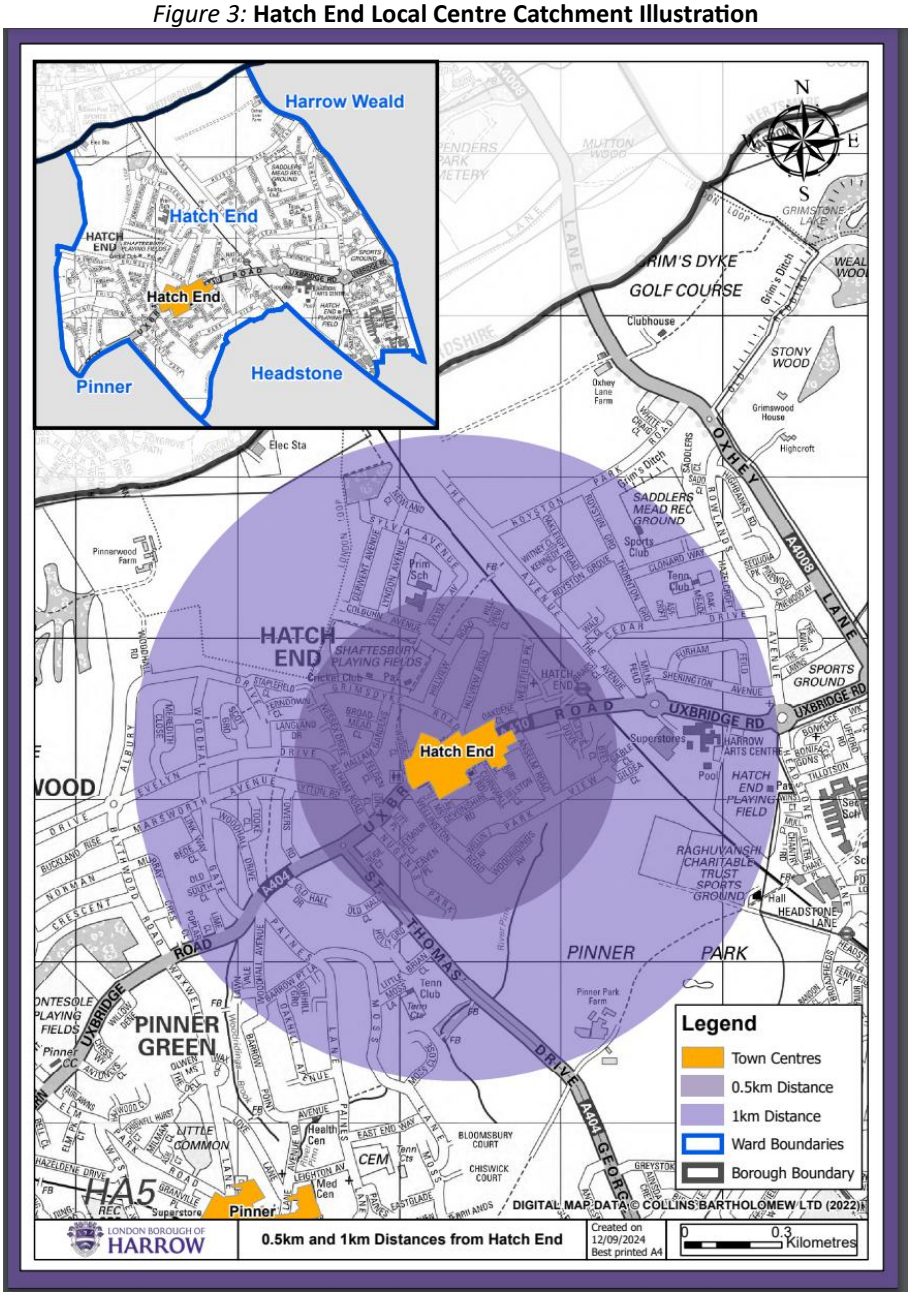


Table 3: ***Distance to Harrow and Nearest Town Centres***

Closest Centres	**Distance in miles (Kilometres)**
Harrow	2.87 mi (4.61 km)
Pinner	1.8 mi (2.13 km)
Harrow Weald	1.11 mi (1.79 km)
Wealdstone	2.17 mi (3.49 km)

3. Hatch End Local Centre Catchment Insights

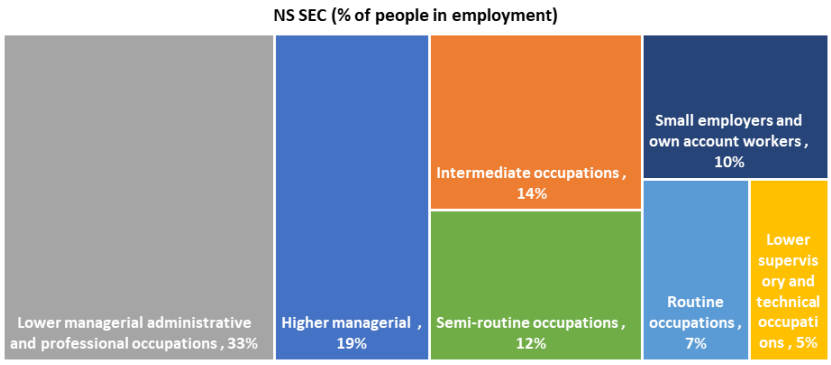
We have used Acorn segmentation to analyse the customer information for c. 4,935 households which are located within a 20-minute walking distance (approximately 1.0 mile) from the district centre.

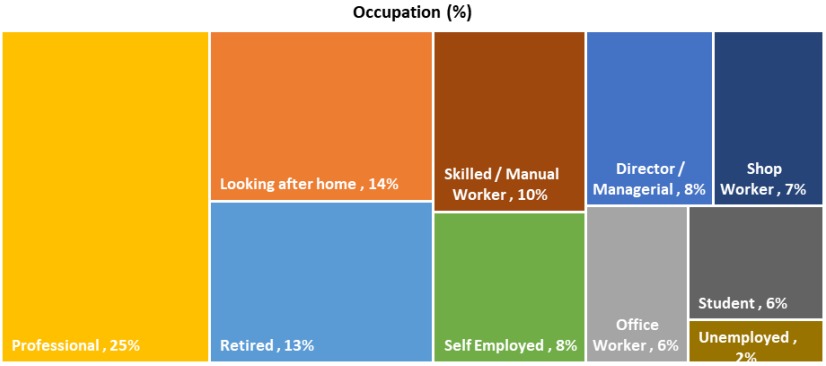
The Top 5 customer segments represented in this catchment area are described below.

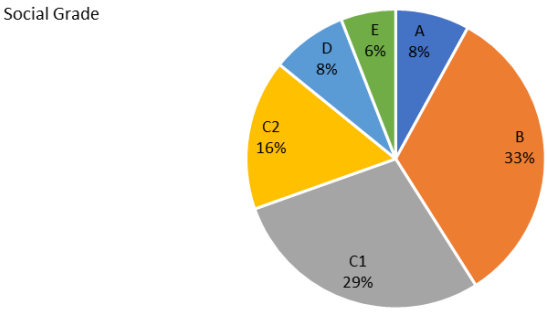
For more information about what these categories mean please use this link to access the Acorn User Guide.

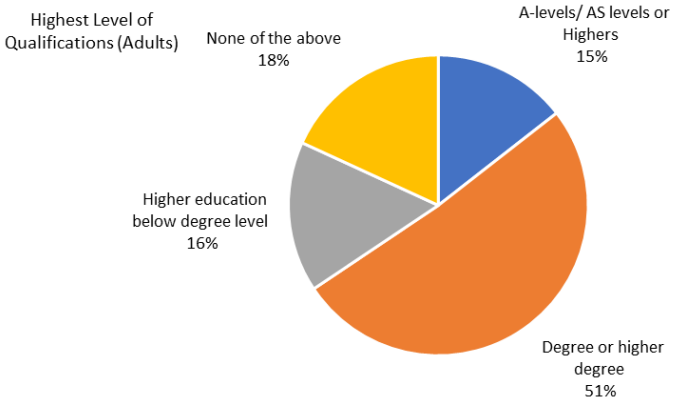
Acorn Category	% Households in the catchment	Acorn Definition	Acorn Category as UK percentage
Affluent Achievers	74.4%	These are some of the most financially successful people in the UK. They live in affluent, high-status areas of the country. They are healthy, wealthy, and confident consumers.	22.5 %
Rising Prosperity	14.5%	These are generally younger, well educated, professionals moving up the career ladder, living in our major towns and cities. Singles or couples, some are yet to start a family, others will have younger children.	9.3%
Comfortable Communities	5.2%	This category contains much of middle-of-the-road Britain, whether in the suburbs, smaller towns or the countryside. They are stable families and empty nesters in suburban or semirural areas.	27.0%
Financial Stretched	3.5%	This category contains a mix of traditional areas of Britain, including social housing developments specifically for the elderly. It also includes student term-time areas.	23.2%
Urban Adversity	2.4%	This category contains the most deprived areas of towns and cities across the UK. Household incomes are low, nearly always below the national average.	17.0%

- **Underlying socio-economic characteristics of the catchment population**

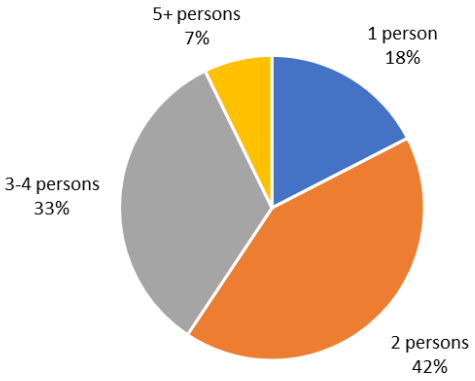



Occupation (%)
Professional , 25%
Looking after home , 14%
Retired , 13%
Skilled / Manual Worker , 10%
Self Employed , 8%
Director / Managerial , 8%
Office Worker , 6%
Shop Worker , 7%
Student , 6%
Unemployed , 2%

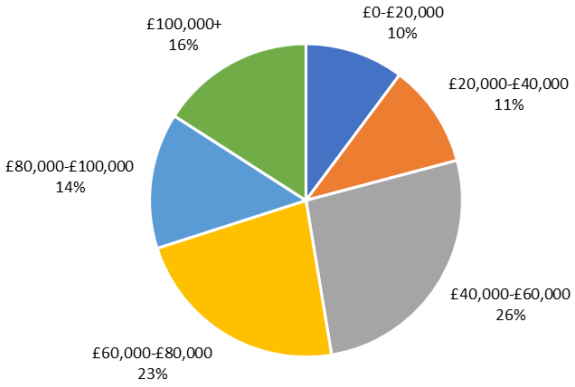

Social Grade
A 8%
B 33%
C1 29%
C2 16%
D 8%
E 6%


Highest Level of Qualifications (Adults)
None of the above 18%
A-levels/ AS levels or Highers 15%
Higher education below degree level 16%
Degree or higher degree 51%

Household Size



Household Annual Income



4. Composition of Retail Units and Floor Space

Table 4: ***Total floor space under retail use, services, and ground floor office use***

Hatch End District Centre	Units		Floorspace	
	No.	%	sq.m	%
A1 Retail	49	60.49%	5173	52.88%
A2 non-retail	3	3.70%	509	5.20%
A3 non-retail	19	23.46%	3159	32.29%
A4 non-retail	1	1.23%	269	2.75%
A5 non-retail	4	4.94%	237	2.42%
SG non-retail	3	3.70%	306	3.13%
B1 non-retail	1	1.23%	0	0.00%
Other	1	1.23%	130	1.33%
Total	81	100.00%	9783	100.00%

Table 5: ***Composition of retail, service, and office units***

Type of business	No of Units
Comparison	
Clothes shops	1
Electrical, photography, computing	
Phone shop	1
Food & drink	
Supermarket	1
Grocers	2
Health & Personal	
Hair & Beauty	11
Opticians/audiologists	2
Chemist	2
Gym	1
Dental practice	1
House	
Carpets	1
Furniture	2
Bathrooms/kitchens	2
Household goods shop	1
Miscellaneous & Specialist	
Charity Shop	1
Casino/betting shop	1
Vacant	6

Type of Business	No of Units
Newsagent	3
Post office	
Financial, Professional & Prosperity	
Banks & building societies	
Estate Agents	2
Solicitors	1
Accountants	
Financial Services	1
Insurance Office	
Restaurant/Take Aways/Pubs	
Restaurant	19
Take Away	3
Public House	1
Café	2
Dessert lounge	
Tea House	
Public House	
Sandwich Shop	
Bar	
Services	
Dry cleaners/clothes repair	1
Miscellaneous & Specialist	

Hardware shop	1		Funeral Directors	1
Mini-cabs	1		Ice cream parlour	1
Tailors shop	2		Security shop	1
Car parts shop			Furnishings	1
Cake shop	1		Hearing Aids Shop	1
Telephone Exchange Car Servicing	1		Interior Design Shop	1
Others	2		Renewable Energy	1

5. Retail and Office Rents

Hatch End Town Centre and areas in the vicinity offer a variety of sizes for retail use and small office premises along Uxbridge Road.

- Estimated current rent for retail shops vary **from £ 28- £40 per sq.ft**. **per year**, excluding VAT and deposits. Retail units range in sizes from c. 500 sq.ft. to c. 3,000 sq.ft.
- Rent for unfurnished offices vary between **£ 24 - £30 per sq.ft. per year**, excluding VAT and deposit costs. Offices units vary in size from c.200 sq.ft. to c. 1500 sq.ft., subject to availability.

Please note that rents would vary based on the location, size, access, property condition and lease tenor amongst other factors.

Please note that rents would vary based on the location, size, access, property condition and lease tenor amongst other factors. These estimates are based on the properties listed on the following online property portals:

https://propertylink.estatesgazette.com/

https://www.loopnet.co.uk/

https://completelyretail.co.uk/

https://www.onthemarket.com/

https://www.rightmove.co.uk/

https://www.zoopla.co.uk/

For more information about availability of office properties, you can also refer to information available at Available business and industrial estate premises – London Borough of Harrow

6. Business Rates

Business rates can be calculated from the Valuation Office Agency web site (www.voa.gov.uk or telephone 020 8276 2800) or by contacting the Council's Business Rates department on 020 8901 2610 or visiting www.harrow.gov.uk/businessrates.

Information on relief and exemptions on business rates is also available on the website.

7. Transport Links and Passenger Footfall Data

Figure 4: ***Main transport links***

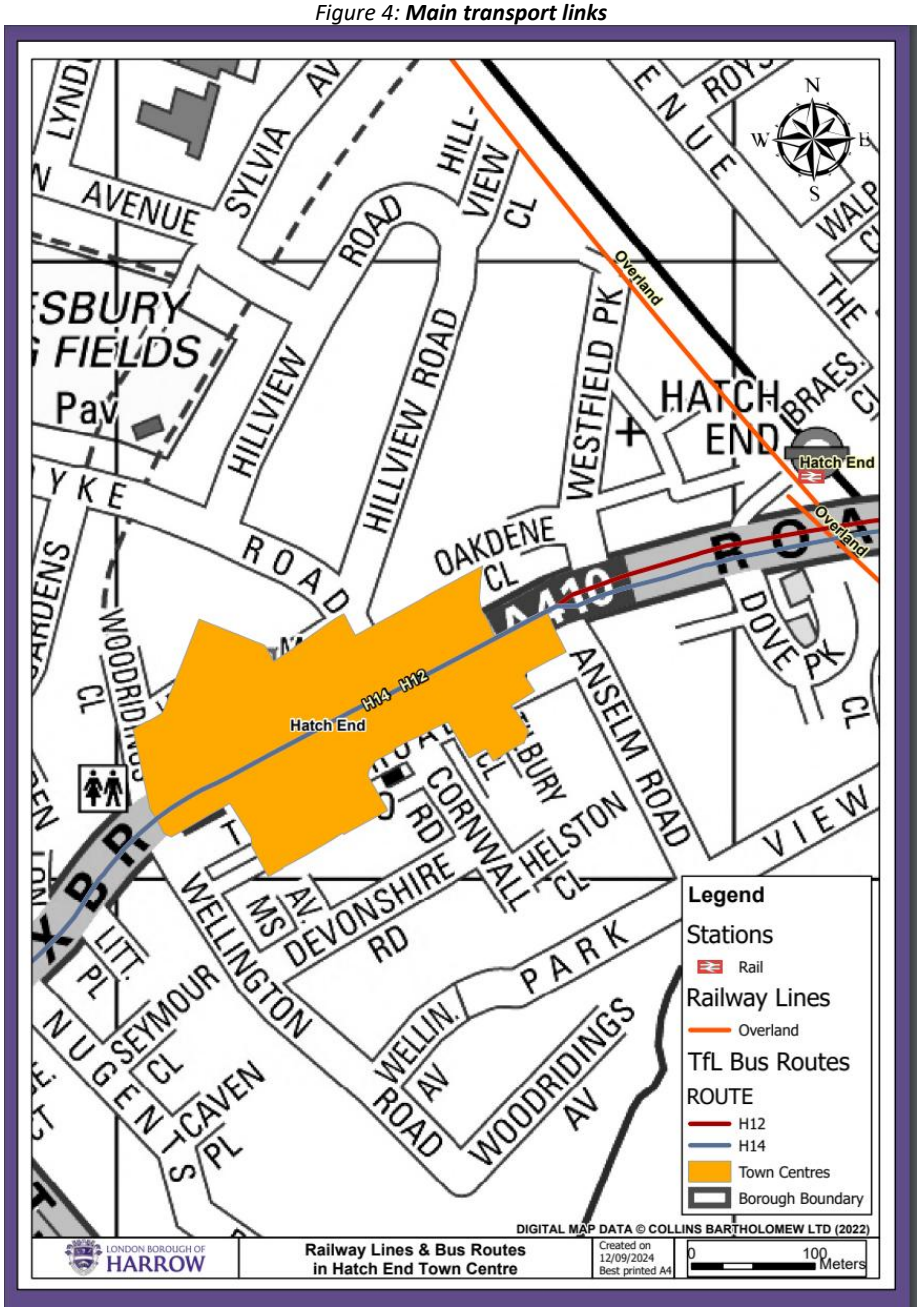


Table 6: ***Buses & train connectivity***

Bus number	**Route**
H12	From: South Harrow Bus Station To: Stanmore Station
H14	From: St Thomas' Drive To: Northwick Park Hospital
Overground	Lioness (Hatch End station; 0.15miles)

Source: TfL

Hatch End Station is located on the overground Lioness Line which provides easy access to central London – Euston. The estimated travel time from Hatch End Station to Euston is approximately 40min.

Passenger footfall data at Hatch End Station[2]

The Graphs below illustrate the variation in entry taps on weekends at Hatch End Station from 1 Jan 2019 to 1 Jan 2024. It is evident from the data that footfalls are yet to recover to pre-pandemic levels in March 2022 but continue to improve.

Figure 5: Entry Taps during weekends (monthly total)

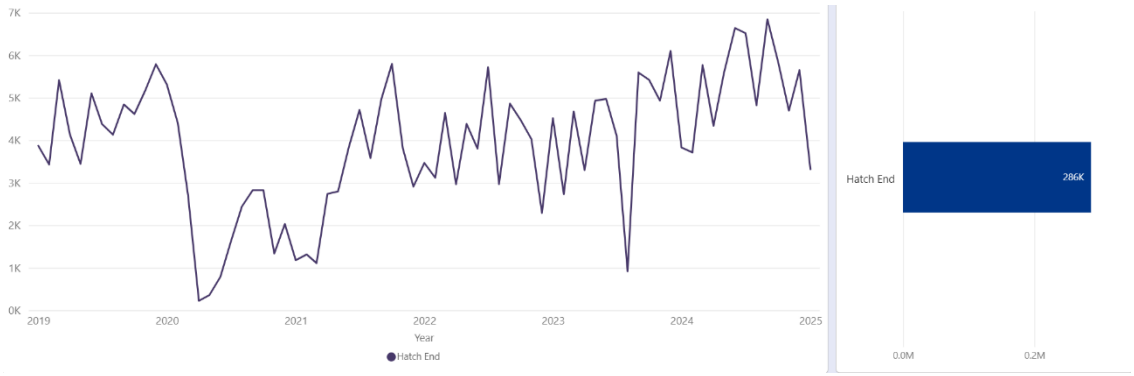
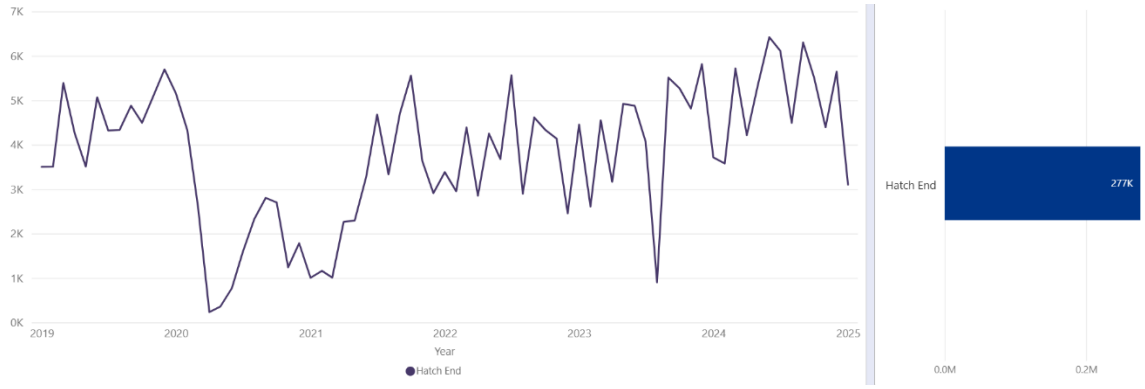


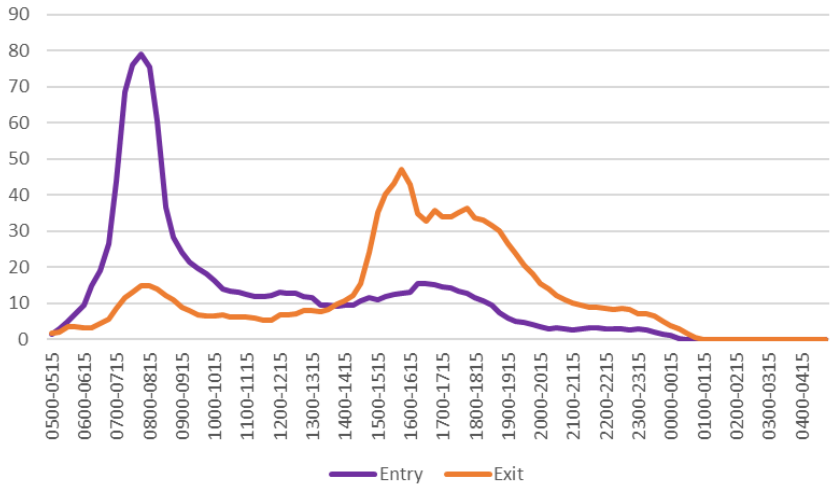
Figure 6: Exit Taps during weekends (monthly total)



[2] Source: TFL – Journey Counts By Travel Mode

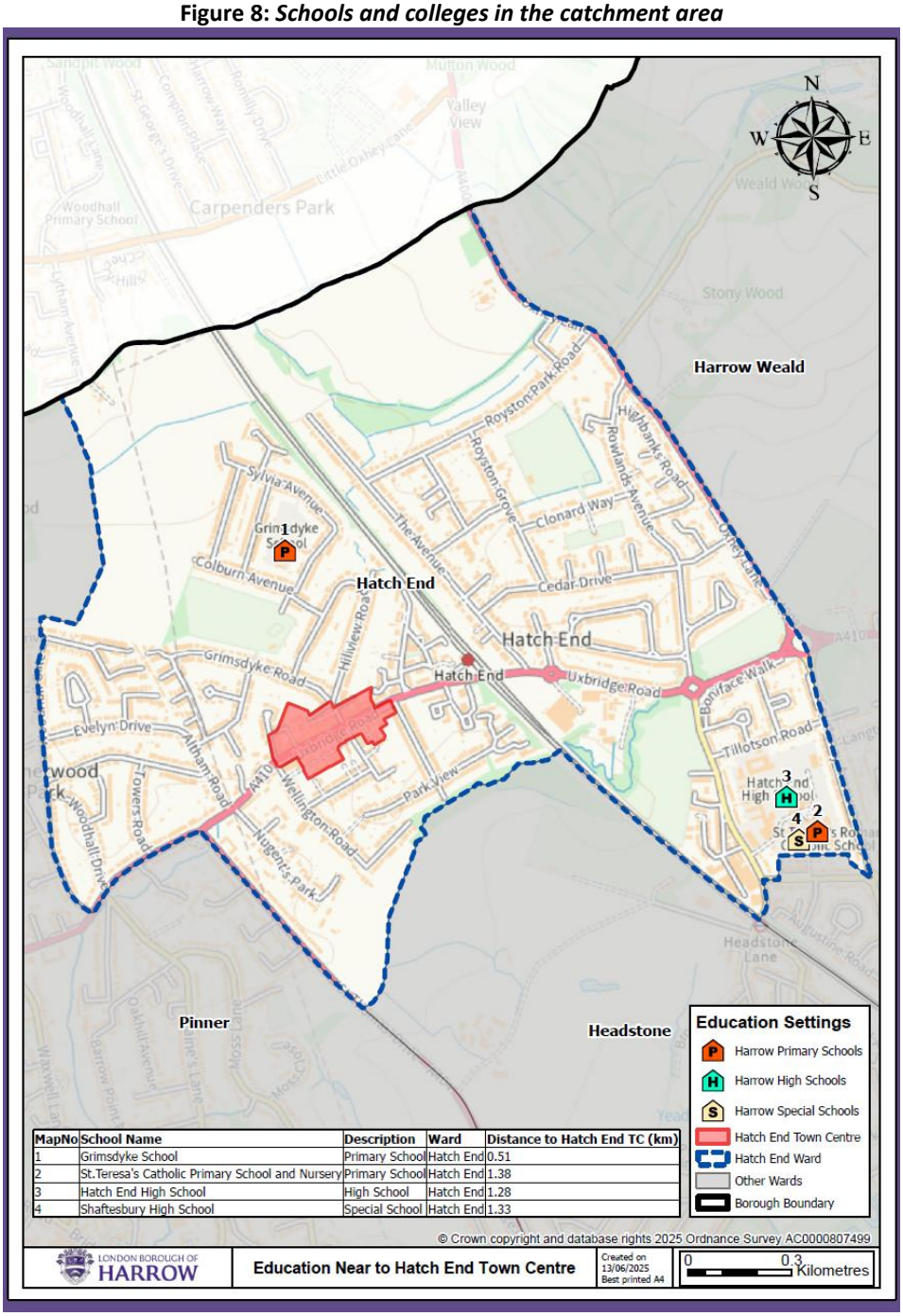
The dataset below represents the travel demand on typical autumn weekdays - Monday, Tuesday to Thursday, Friday, Saturday and Sunday. Data covers every 15-minute period throughout the traffic day and assumes a perfect train schedule being operated.

Figure 7: Footfall from Hatch End Station (week, 2022)



8. Schools and colleges in the catchment area

Figure 8: ***Schools and colleges in the catchment area***



Name of the institution	Number of pupils enrolled in 2024-25[3]
Grimsdyke School	628
St Teresa's Catholic Primary School and Nursery	429
Hatch End School	1265
Shaftesbury High School	171
Total	**2493**

[3] **Source:** https://explore-education-statistics.service.gov.uk/data-tables/local-authority-school-places-scorecards

9. Hatch End Local Centre Streetscape

Neatsmith

Dona Theresa

SAKONIS

IZGARA

LONDON BOROUGH OF HARROW

10. Local Estate Agents

This table lists several estate agents that operate in Harrow. Please note that this list is not exhaustive and contact details may change over time.

Company Name	Telephone	Website Address
10X Rising	0121 792 3946	www.10xrising.com
Alexandra Park	020 8869 0989	www.alexandrapark.net
Ashton Fox	020 8909 9292	www.ashtonfox.co.uk
Avison Young	020 7491 2188	www.avisonyoung.co.uk/properties
Benjamin Stevens	020 8958 1118	www.benjaminstevens.co.uk
Bray Fox Smith	020 8022 5481	www.brayfoxsmith.com/properties
Chamberlain Commercial	020 8429 6899	www.chamberlaincommercial.com
Claridges Commercial	020 8559 1122	www.claridges-commercial.co.uk
Colliers	020 7487 1713	www.colliers.com/en-gb/countries/united-kingdom
David Charles Prop. Consultant	020 8866 0001	www.davidcharles.co.uk
DM & Co	020 8864 5775	www.dmandco.london
Dutch & Dutch	020 7794 7788	www.dutchanddutch.com
Ferrari Dewe & Co	020 8427 4288	www.ferraridewe.co.uk
Forest Real Estate	020 3355 1555	www.forestrealestate.co.uk
Goldstein Leigh	020 8952 6434	www.goldsteinleigh.com
Harness Property Intelligence	020 3880 7050	
Harrovian Estates	020 3371 0005	
Infinity Property	020 8907 4665	www.infinityps.co.uk/pages/commercial#
Jones Lang LaSalle (JLL)	020 7493 4933	www.jll.co.uk
Knight Frank	020 3944 6318	www.knightfrank.co.uk
Michael Berman & Co	020 8346 5100	www.michaelberman.co.uk
Move in Properties Ltd	020 71480670	www.movein-properties.co.uk
My Next Office	020 3857 8000	www.mynextoffice.co.uk
Office Freedom	020 3603 2576	www.officefreedom.com
P2M Properties	020 8427 5392	www.p2m-group.com
Property Hub Ltd	020 89031002	www.propertyhubltd.com
Robert Irving Burns	020 7637 0821	www.rib.co.uk
SPC Property Consultants	020 8259 4320	www.spcproperty.co.uk
Stimpsons	020 8905 9292	www.stimpsons.co.uk
Telsar	020 3333 2222	www.telsar.com/services/agency
VDBM	019 23 845222	www.vdbm.co.uk/sales-and-lettings
Vel Estate Ltd	020 8902 6383	www.velestate.co.uk
Wex & Co	020 7768 0747	www.wexcommercial.com/properties

11. Hatch End Trader's Association

Hatch End Traders Association (HETA) represents businesses along Uxbridge Road and the immediate side streets, working with the council and community groups to keep the centre welcoming and vibrant. Local posts and community updates show the traders taking a lead on seasonal activity: in recent years the business community has funded festive street lighting and supported switch-on events on the Broadway, complemented by the Hatch End Association's community Christmas tree.

For more information, or to join as a local trader, contact EDO@harrow.gov.uk.

12. Appendix: Description of Relevant Planning Use Classes

Table 7: Summary of how use reclassification after 1 September 2020[4]

Use	Use class until 31 August 2020	Use class from 1 September 2020
Shops	A1	E
Financial & Professional Services	A2	E
Food & Drink (mainly on the premises)	A3	E
Business (office, research and development and light industrial process)	B1	E
Non-residential institutions (medical or health services, crèches, day nurseries and centres)	D1	E
Assembly and Leisure (indoor sport, recreation or fitness, gyms)	D2	E
Non-residential institutions (education, art gallery, museum, public library, public exhibition hall, places of worship, law courts)	D1	F.1
Shop no larger that 280sqm (selling mostly essential goods and at least 1km from another similar shop); community hall, outdoor sport/recreation area, indoor or outdoor swimming pool, skating rink	A1	F.2
Public House, wine bar, drinking establishment	A4	Sui Generis
Hot Food Takeaway	A5	Sui Generis
Cinema, Concert Hall, Bingo Hall, Dance Hall, Live music venue	D2	Sui Generis

*Sui Generis: 'Sui Generis' is a Latin term which means 'in a class of its own', in reference to Planning regulations. Uses become Sui Generis when they are specifically defined and excluded from the definition of any other use class.

[4] Source: https://www.pinsentmasons.com/out-law/guides/planning-use-classes-order-changes